

Plain Talks & News

OCTOBER, 1969

TOLEDO BEND DEDICATION



TRICK OR TREAT?

1969 — turn on the television, the radio, flip through a magazine or a newspaper. You will hear or read some mighty cold words about today's young people, their rebelliousness, their lack of respect for others, their disregard for the establishment. You hear it daily and see evidence of it on our streets in the Gulf Coast area from time to time.

Stop and think. Is this the "norm", or is this the unusual — that which makes news? If you don't have a teenager or young adult at your house, ask your fellow employee about his children — are they impossible monsters?

Not hardly. Without too many exceptions, our children excel. They have two to three times as much to learn as we did — and are doing it — maybe even better. How many belong to the schools' bands, 4-H clubs, biology clubs, choirs, speech teams, football, basketball, track and baseball teams, make their own clothes, earn their own money, teach Sunday School, actively support the politician of their choice (not necessarily that of their parents)? They help younger brothers and sisters with their interests, and are well informed on what's going on in the world today.

Maybe they don't dress the way we do, or did — but then as teenagers did we dress as our parents? It's **not** the beard on their face, or the sandals on their feet, or the long flowing tresses that count — it's what's in their hearts and on their minds that's important.

In talking with the teenagers you find they know a great deal more than those of prior generations at the same age. You may find it disconcerting that their opinions and outlook are different from yours — or what you consider acceptable. Take a long hard look — are they that wrong? Or do they hear a different drummer? Remember it is we, their parents, who have given them the time and opportunity to find a better way, to have a better life, not only for themselves, but for everyone. It is we who have created their world, be it good or bad.

Don't let the few in the minority lead you astray. Our young people are some of the finest ever, and are our stake in the future. If we trust in them, we need not fear **1970**.

Ann Ogden, Plain Talks Reporter, Beaumont

News Briefs



GSU CONTINUES TO GROW

New personnel figures were released Sept. 30 and they showed an increase in the total number of employees with our com-

pany. There are a total of 2,927 employees throughout our system, 2,444 of whom are men and 483 women. By divisions, Beaumont has 1,124 employees, Western has 202, and Port Arthur has 220, making a total of 1,546 employees in Texas. In Louisiana, Lake Charles Division has 494 employees and Baton Rouge Division has 887, for a total Louisiana head-count of 1,381.

THE UNITED WAY DRAWS TO ACLOSE

Even though it may be called by a different name in your area, THE UNITED WAY of giving to help dozens of needy agencies in

your local community is bringing its campaign to a close. If you have given your Fair Share, you can be proud in the fact that you are a true Miracle Worker. If you are still holding your pledge card, don't hesitate to turn it in today for it is never too late to help! Our employees have constantly shared their blessings with others and this year is no exception!

HURRICANE SEASON ENDS IN FURY

At presstime, Hurricane Laurie was churning up the Gulf of Mexico and would probably hit the Western portion of Florida with winds

in excess of 100 mph. Our company has been spared any direct damage from hurricanes this year. But damage to utility systems by Hurricane Camille is estimated at over \$16 million, a check by Electrical World disclosed. Of this amount, Mississippi Power Co. suffered \$10 million in damage. Most of the destruction was in the Gulfport-Biloxi area where more than 4,000 homes and businesses were badly damaged or destroyed by flood waters, rain and winds of 190 mph. See page 10 for our company's involvement in assisting Mississippi Power Co.

GSU PAYS RECORD INTEREST RATE

A group of New York financiers purchased \$25 million in first mortgage bonds from our company last month. In this sale, we

paid 8.125 per cent interest on the bonds, highest rate in the 44-year history of the company on its \$374 million in outstanding bonds. The new bonds will be offered to the public at 100.50 per cent to yield 8.08 per cent. Proceeds from the new bonds are to be used to pay off \$25 million in outstanding short-term borrowings.

ELECTRICITY LIGHTS UP FOOTBALL'S 100TH YEAR

all sports fans. If you have not had the opportunity to see your favorite team, do so this coming weekend. We are surrounded by good professional football teams such as the Houston Oilers, Dallas Cowboys and the New Orleans Saints. College teams are more exciting than ever and the bowl games are only a month away. Get your tickets today!

NUCLEAR POWER MAKES NEWS

on Public Works defended the Commission's activities. He denied the possibility of concentrated radioactive pollution from nuclear plants -- especially concentrations of tritium.

Westinghouse Electric Corporation said 31 utilities have joined its program to develop a fast breeder reactor. The program seeks to develop a breeder reactor that, as it operates, would produce more nuclear fuel than it consumes. Westinghouse said its commitment in funds, manpower and facilities to the research effort is \$50 million.

LATE BREAKING PROMOTIONS

Robert J. Peters, formerly sr. engineering assistant, Relay Design, has been promoted to section head, Design Engineering-Construction, System Engineering Design Department in Beaumont. Andrew M. Segree has been advanced to administrative assistant in the EDP Systems Support Services Section of the Information & Data Services Department of Beaumont. He was formerly engineering assistant, System Engineering Design. Also promoted to administrative assistant of the I & D Services Department was Ronald E. Shuff, a former draftsman of System Engineering Design. All of these promotions were effective October 16 and will be carried in next month's PLAIN TALKS.

COMING IN NOVEMBER PLAIN TALKS

Some special stories are planned for next month. These include: "Retirement, the success story" which will give a comprehensive look at some of our retired employees and a directory of all retirees with their current names and addresses; and holiday features.

High schools, colleges and professionals are in the middle of their battle and stadium lighting is providing a better picture for

Dr. Glenn Seaborg, Atomic Energy Commission Chairman, appearing before the Senate Appropriations Subcommittee

Robert J. Peters, formerly sr. engineering assistant, Relay Design, has been promoted to section head, Design Engineering-Con-



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Member: **STEE**

OUR COVER: After years of work by two great states, and three investor-owned electric companies, Toledo Bend Dam and Generating Station have been dedicated—creating power and recreation for citizens of this area.

TEXAS



Governors Smith and McKeithen pose . . .



Display in power station, courtesy GSU . . .

Toledo Bend

The governors of two great states pulled the switch. A siren's shrill cry pierced the air. Flash bulbs popped. And the dream of transforming a virtual wilderness into one of the South's leading outdoor recreational areas became a reality.

The Toledo Bend Dam and Generating Complex was dedicated Oct. 11, and political, community and business leaders, including representatives of our company, joined in the festivities.

Govs. Preston Smith of Texas and John McKeithen of Louisiana pulled a switch specially constructed by GSU personnel to simulate the starting of the twin hydro-electric generators which will provide the power that is expected to trigger an economic boom in an area starved for industry.

Holy water from the great bend in the Tajo River in Toledo, Spain, was mingled with water from the Toledo Bend Reservoir in a symbolic gesture that lent an international flavor to the ceremonies.

Representatives from all sectors of the news media were on hand to record in picture and story the historic dedication which undoubtedly will influence the lives of Texans and Louisianians for years to come.

The story of Toledo Bend has been often told, but it bears retelling here, for our company can take pride in the leading role it has played in the development of the colossal lake and generating complex.

The story goes back more than 25 years when far-sighted community leaders on both sides of the Sabine River first began talking of a major publicly owned water conservation and hydro-electric facility.

During early stages of planning, barriers to development of the project appeared almost insur-

LOUISIANA

Dedication

mountable. In 1940, for example, the Army Corps of Engineers reported the complex would be unfeasible in the Sabine basin. It was not until 1956 that the Housing and Home Finance Agency approved planning advances of \$75,000 to the Sabine River Authorities of Texas and Louisiana for another feasibility study.

Forrest & Cotton, consulting engineers, undertook an exhaustive survey of the proposed project and issued a favorable report in 1958. An almost endless series of problems were revealed when the two states began working out agreements on financing and other details involved in the bi-state arrangement.

The two states, in the final stages, agreed to develop the dam-generating complex through their respective Sabine River Authorities. Our company agreed to purchase half of the electric power generated by the hydro-electric plant and to operate and maintain the plant. The remaining half of the power generated is bought by Central Louisiana Electric Co. and Louisiana Power & Light Co. The sale of power is expected to bring in enough revenue to retire more than half of over \$60 million in bonded indebtedness incurred to build the massive project.

One of the truly unique aspects of the dam-generating complex, aside from its obvious recreational and industrial benefits, is the fact that the project was completed without the use of federal funds in permanent financing. This fact drew praise from the two governors in speeches at the dedication ceremonies.

The accolades from the governors were music to the ears of those involved in the development of the project, and it's likely that the praise will grow into a symphony of verbal honors as other states see the success that is Toledo Bend.



Two governors pull the switch . . .



GSUer Jim Turner greets former Gov. Davis . . .

Management Meetings Across System

From Baton Rouge to Beaumont, System Management Meetings were held recently and the accent was on the individual's role in the company. Many topics were discussed to keep management informed of the ever-changing investor-owned electric utility industry as typified by GSU.

Cost awareness was one of the most important topics. Floyd R. Smith, executive vice-president, mentioned that the entire company was doing an excellent job at keeping its various departments within the budget guidelines and hoped that expenses would be kept to a minimum the remainder of the year. He further pointed out that a simple item like office doors can save the company money. For example in the new Conroe office, the deletion of some doors will save the company approximately \$2,500.00.

Vice-President and General Sales Manager L. V. Dugas discussed our progress in the sales program. A coordinated effort in this area must be continued to help increase our income. The next topic was how to serve our customers. Such factors as more concern on the part of our servicemen to a pleasant telephone voice were discussed.

F. D. Eubanks, asst. general line foreman, Baton Rouge division, presented an interesting program discussing our role in helping Mississippi Power Co. with the Hurricane Camille damage. He showed slides of the damage and described the problems that the men encountered during their 10 days in Biloxi.

New state and federal taxes that will affect our company were presented by Ward C. McCur-



President Werner presents Randy McAlpine, Port Arthur Division Manager, with a trophy for the Mid-County District. Mr. Werner complimented Mr. McAlpine for his Mid-County group's sales efforts which have helped increase the average annual use per home customer past the 10,000 kilowatt hour mark, the first district in GSU-land to attain such a record.

tain, asst. treasurer. New state taxes in Texas and tax revisions in Washington will be increasing our tax payments during the coming year.

Personnel Relations was the next topic of discussion and William E. Heaner, Jr., personnel manager, briefly discussed the negotiations that are in progress with the International Brotherhood of Electrical Workers. S. L. Stelly, safety director, congratulated all employees on their gains in safety and urged greater concern on everyone's part in the field of traffic safety. Norman Lee, vice-president-division operations, summarized the Louisiana Generation and Transmission Loan by the Rural Electrification Administration to Louisiana Electric Cooperative, Inc. (see separate story on page 5).

Finally, President Werner spoke on the achievements of our company and the progress that has been made during 1969. Dividend payments to stockholders continued uninterrupted and were increased by 2¢ a payment. He pointed out that we are having to pay greater interest on bonds than ever before. He encouraged all employees to work safer, increase sales, and help reduce expenses wherever possible in order to make this another banner year for our company.

Recap On LEC Controversy

For the past seven years, our company and the four other Investor-Owned Electric Companies of Louisiana have, in every legal way available to us, opposed the granting of a \$56.5 million Generation and Transmission (G&T) Loan by the Rural Electrification Administration (REA) to Louisiana Electric Cooperative, Inc. (LEC).

From the time of the original request in 1962 and since its approval in September, 1964, we have tried to convince the Louisiana Public Service Commission, the State and Federal courts, the Congress and the general public that the loan would result in a duplication of electric facilities in the State of Louisiana and a waste of taxpayers' money.

Just prior to the Johnson Administration's going out of office, the then REA Administrator, Norman Clapp, released \$283,000 of the total loan to the LEC. Subsequently, the new REA Administrator, David Hamil, in reviewing the loan, and upon advice of his lawyers, said that the loan was legal and binding.

Mr. Hamil has indicated that the loan is not in the best interest of the individual co-op member in that rates would be higher than if power were purchased from the investor-owned companies. He urged the companies to review their position with LEC and to investigate terms and conditions of an agreement whereby LEC would construct the generating plant as planned and the companies would transmit the power to the existing meter points.

Therefore, on July 24, 1969, representatives of Gulf States, Central

Louisiana Electric Co. and Louisiana Power & Light Co. met in New Orleans with the REA Administrator and officials of the LEC, their lawyers and engineers.

The investor-owned companies proposed a contract that provides that the LEC would build a power plant and that the companies would transmit this power to the individual meter points for a fee. The contract also includes proposals that would settle other disputed points to the satisfaction of all parties.

The LEC officials accepted the proposal for study and the companies and the LEC each appointed a negotiating team to work out an agreement between the two parties.

Despite the fact that the G & T system would duplicate existing facilities and is a waste of taxpayers' money, it appears the REA Administrator has no alternative but to advance the money for construction of the power plant. We believe that it is in the public's interest to try to negotiate an agreement that would eliminate the provision for co-ops to build a network of transmission lines traversing the state, provided we can be adequately compensated for the use of our facilities.

Summarizing, we are making progress through discussions with the new REA Administrator, LEC, and the other investor-owned companies. Hopefully in the future, we will be able to report that an agreement has been reached which is fair to all parties; especially to the citizens and taxpayers of the State of Louisiana.

Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during September, 1969, covering employee deductions and company contributions through August, 1969, were as follows:

4,723 shares of common stock at a total cost of \$101,798.40 or an average cost per share of \$21.554.

87 shares of \$4.40 Preferred stock at a cost of \$5,643.94 or an average cost per share of \$64.873.

The Trustee deposited \$9,708.92 with the Savings Department of the First Security National Bank, Beaumont, Texas.



The lady never knocked. An unwelcome visitor, she left a mountain of destruction in her wake. The worse hurricane to hit the United States, Camille, had left the residents of Louisiana and Mississippi homeless and seemingly without a future.

But in the wake of it all, man triumphs! They gathered in small groups along the beach strewn with rubble and trash to dream of rebuilding their community. Americans all across the United States were responding with aid. And the word came to our company from Mississippi Power Co. for help and we were happy to respond.

Forty-two of our men went into the ravaged area to assist in restoring initial power. For 10 days they labored. Amid ruins as if it were some ancient civilization, they assisted in restoring power where it could be received. They worked mainly along the beachfront area of Biloxi and for two blocks inland.

Their work finished they returned home. Safe! There was not one accident even amid all the hazardous conditions. The work was a credit to the men listed to the right. Here, too, are some of the photographs taken while in the disaster area. For Camille was a disaster.



FOR HONORABLE SERVICE

BATON ROUGE DIVISION

Fred Dale Eubanks
Joseph "Roy" Braud
Henry C. Norton
G. W. Nixon
C. J. Washington
Richard J. West
Joseph L. Mayeux
John L. Kirkwood
Larry J. Heintze
James R. Brown
Joseph H. Pourciau
Harold C. Hill, Jr.
Clifford A. Toups
Joseph G. Oubre
Daniel R. Crochet
Clyde L. Cannon
Sammie L. Eisworth
Charles L. Dake
Timothy P. Bryant
Ronald L. Smith
Dallrie L. Starns
William M. Gordon
Carlton A. Parker
Wallace J. Aultman
Daniel Curtis Gates
Earl E. Bowlin
Michael J. Miles
Millard K. Smith
Joseph C. Bordelon
Darrel W. Hudson
Calvin A. Comeaux
Ben Lee Allen
Kenneth C. McKnight

LAKE CHARLES DIVISION

D. R. Tyler
Melton D. Byrd
Lonnie G. Cox
Charles W. Jones
Charles Berry
Russell Broussard
Wilford L. Broussard
Lemuel A. Cravelle
Donald Murphy

DURING HURRICANE CAMILLE



TO YOUR CREDIT: H. H. Bell, Jr., Vice-President of Engineering and Operations, of Mississippi Power Co. said, "The crews worked diligently for long hours, and without complaint as to the food, lodging, or hard work. Please convey my thanks to those who participated."



PROMOTIONS



Arden Loughmiller

Arden D. Loughmiller, formerly industrial engineer in Beaumont Division Sales, has been transferred to the Personnel Department and advanced to labor relations coordinator.

Mr. Loughmiller, an eight-year employee of our company, was employed as an engineer in Beaumont T&D in 1961. He was promoted to industrial engineer in 1965.

A native of Vernon, Tex., he is an electrical engineering graduate of Texas A&M. He also attended Arlington State and North Texas State universities.

Active in civic work, he is president of the Beaumont Breakfast Lions Club, a member of the Young Men's Business League and is chairman of the property committee at Northwood Christian Church.

He is married to the former Suzanne Roebuck of Beaumont and they have two children, Mike and Melissa.



Larry Nunez

Leonard Nunez has been advanced to administrative assistant, Data Systems Operations, Information and Data Department, in Beaumont. He was formerly a computer operator in the same department.

Mr. Nunez is a graduate of Nederland High School and holds a BBA degree in accounting from Lamar Tech College. A native of Port Arthur, this is his seventh year with the company.

Married to the former Olga Chatagnier of Bridge City, he is the father of one son, Chad Joseph, who is 2 years old. Mr. Nunez is active in the Knights of Columbus in Nederland and the family attends St. Charles Catholic Church in the same city.



Edward Eichelberger

Promoted to superintendent of Lewis Creek Station, Conroe, was James A. Meitzen, formerly planning and test supervisor at Willow Glen Station. He is an eleven year veteran with our company.

After graduation from Giddings, Texas, high school, Mr. Meitzen attended Texas A & M University where he received a B.S. degree in Mechanical Engineering in 1958. Prior to this he served with the U.S. Army in Korea from 1951-1953.

Mr. Meitzen is married to the former Ann Lacob of Alta Loma, Texas. They have three children: Karen Ann, 7; Lisa Marie, 4; and James A., Jr., 3.



James Meitzen

Sammie R. Bono has been promoted to service supervisor in Lake Charles T&D. He formerly served as service foreman.

A Lake Charles native, he graduated from high school there and attended both LSU and Northeast State College at Monroe. Active in civic work, he is currently serving his second term on the Lake Charles city council. He also is a member of the Knights of Columbus and of the City Democratic Executive Committee.

He is married to the former Dorothy Larson of Lake Charles, and the couple has two children. They are Ken R. Bono and Mrs. Henry (Eileen) Meachum.

The Bonos attend the Catholic church.



Sammie Bono

Edward R. Eichelberger has been transferred from Baton Rouge to the EDP Systems Support Services Section of the Information and Data Services Department, Beaumont, and promoted to process analyst.

Mr. Eichelberger formerly had been test technician at Louisiana Station.

A native of Baton Rouge, he is a graduate of Istrouma High School. He also attended LSU for two years.

He is an Air Force veteran, having served in the AF Reserve and on active duty from the years 1943 through 1945.

Lloyd J. Frederick has advanced from line foreman to service foreman in Lake Charles T&D.

A native of Abbeville, La., he is an Army veteran, including 22 months' service in the Philippines during World War II. He is a 3rd Degree member of the Knights of Columbus and is manager of a Babe Ruth League baseball team.

His wife is the former Edna Doucet of Sulphur, and the Fredericks have four children. They are Lloyd Frederick Jr., Pamela, David and Lee Anne.

The Fredericks attend the Catholic church.

Melton D. Byrd, formerly utility foreman in Lake Charles T&D, has been promoted to line foreman.

Mr. Byrd, born in Hornbeck, La., graduated from Hornbeck High and immediately entered the Navy. He served from 1944 to 1946. He is a member of Masonic Lodge 462 in Moss Bluff and attends the Bethel Baptist Church.

Married to the former Floy Mae Sneed of Hornbeck, the couple's four children are William, Riley, Carolyn and Larry.

Dan J. Goodman, formerly line foreman in Lake Charles T&D, has been moved up to underground lines foreman.

A native of Lake Charles, Mr. Goodman is a graduate of Lake Charles High School and a veteran of the Navy. He served during the years 1941-1945.

Married to the former Freda Couvien of Lake Charles, the couple has two children. They are Mrs. Danny Benoit and Dan Goodman Jr.

The Goodmans attend the First Baptist Church of Moss Bluff, La.

Elbert F. Heard has been named utility foreman in Lake Charles T&D. His former position was lineman first class.

A native of Carthage, Tex., he is a graduate of Carthage High and attended Louisiana College and McNeese State. He is a World War II veteran of the Marine Corps with duty in the South Pacific. He is a member of Lake Charles Masonic Lodge 165.

Mr. Heard and his wife, the former Dorothy Corley of Pineville, La., have two children. They are Gene and Polly.

The Heards attend the First Baptist Church of Lake Charles.

Lloyd Frederick



Melton Byrd



Dan Goodman



Elbert Heard



RETIREMENTS

Thomas A. Sandidge, an employee of our company since 1927, retires from his Neches Station post in Beaumont on Nov. 1.

Mr. Sandidge was originally employed as a repairman helper at



Thomas Sandidge

Port Arthur. He worked as an ice plant operator there until 1928 when he was transferred to Dayton as substation operator.

He also worked in Caldwell, Navasota and Huntsville before being transferred to Neches Station in 1939. He moved up to his current position as shift supervisor in 1967.

A native of Clarks, La., he is a graduate of Tyler Commercial College. He is an elder in Robbins Memorial Presbyterian Church at Beaumont.

Mr. Sandidge is married to the former Mary Lou Maske of Beaumont. They have five children.

Closing out a career with our company that started in 1929, Frank B. Sonnier retires November 1 from the T&D Department in Lafayette. He was distribution supervisor.

A native of Scott, Louisiana, he graduated from high school there in 1923 and went on to obtain a B.S. in Electrical Engineering in 1927 from Southwestern Louisiana Institute.



Frank Sonnier

Mr. Sonnier is married to the former Rose Guillory from Ville Platte, Louisiana and they now reside at 709 Wilson in Lafayette. The Sonniers have one child, Cecil, now residing in Albuquerque, New Mexico. They also have four grandchildren. The family attends St. John's Cathedral in Lafayette.

Update: Lewis Creek Station

Growth—Power—Creativity . . . All of these words describe the way our company is meeting the requirements of future power needs. And Lewis Creek Generation Station is only one of the answers. As the needs of Central East Texas have doubled over the past years, power is a crucial factor.

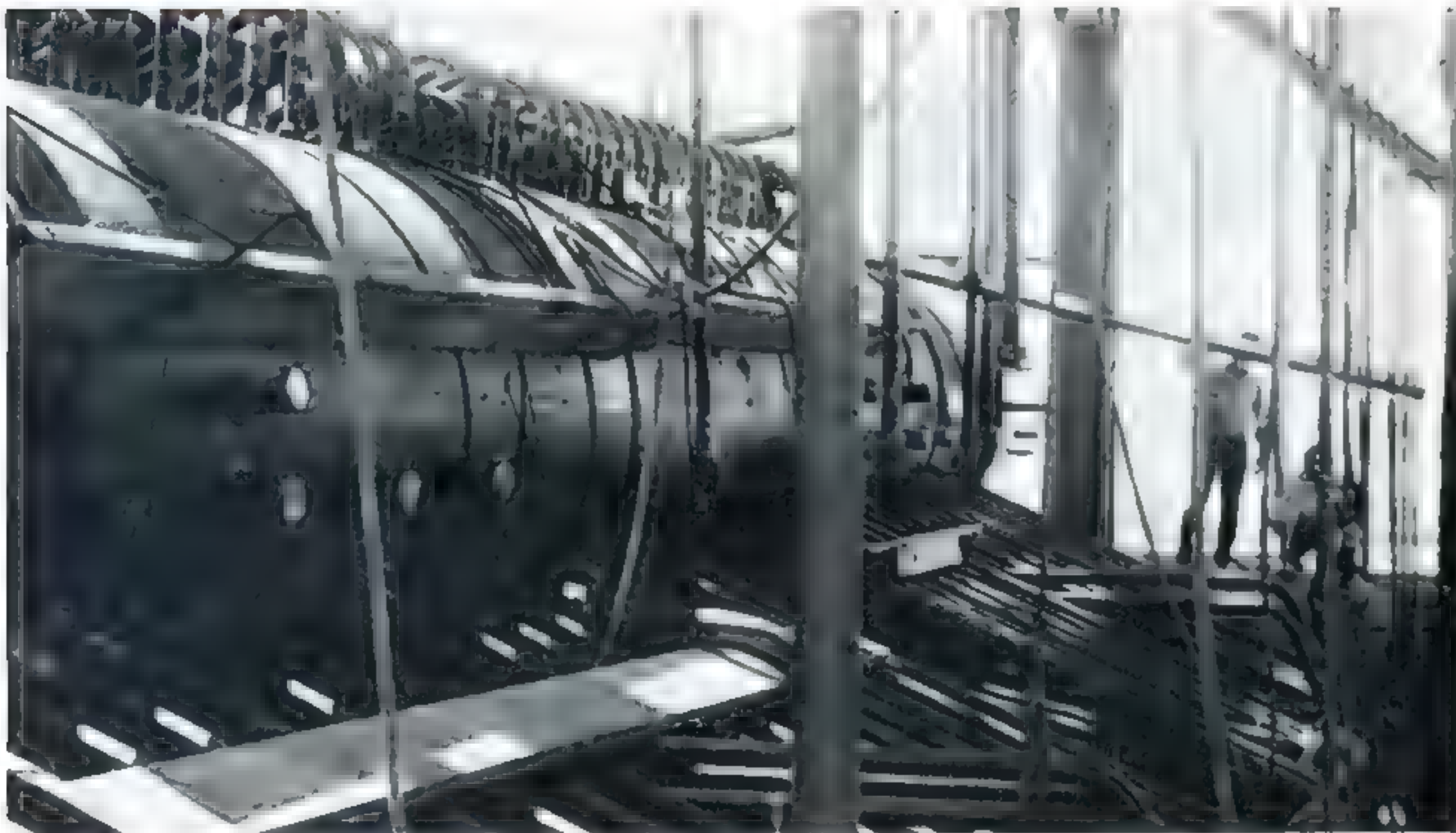
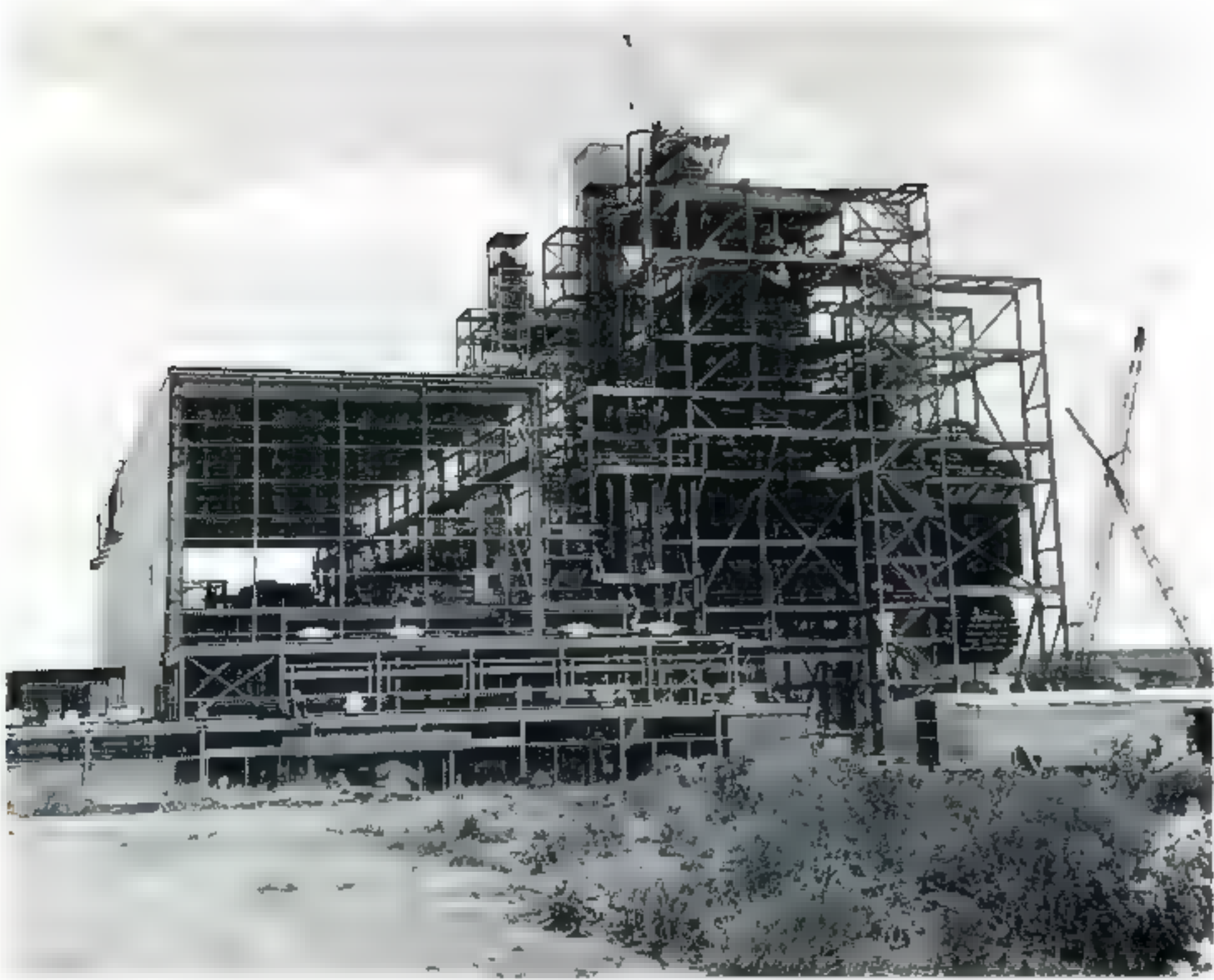
First, we needed a water supply to cool the powerful generators which will be one of the most productive in our system. Therefore, some 2,500,000 yards of dirt were brought to the lonely country site nine miles northwest of Conroe and two miles west of Willis, Texas. This dirt formed a 2.4 mile long dam 40 feet high for the water reservoir. Water will be pumped through a 33" pipe over 1½ miles from the San Jacinto River.

Lewis Creek Station is unique in that the cooling water will be provided by this 1,000 acre man-made reservoir. All of the water will be recirculated through a canal back to the reservoir. The water will cool down to normal temperature in this canal before being deposited back into the reservoir pollution free.

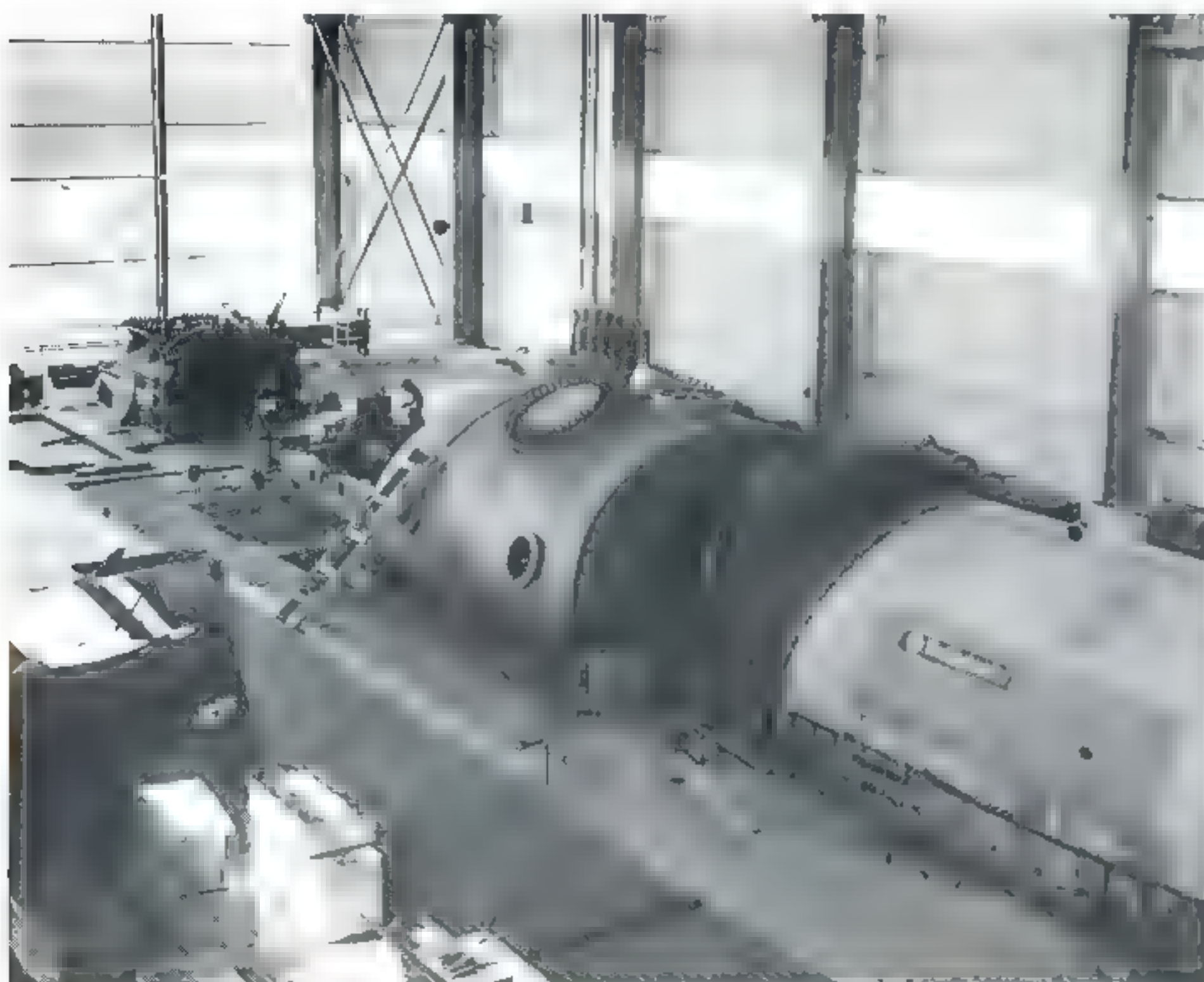
The Montgomery County site is already a multi-million dollar investment. This includes two 250,000 kilowatt generating units capable of producing over 500,000 kilowatts of power. The plant is designed so it can be expanded to 1,000,000 kilowatts. The first unit is scheduled for completion in one year with the second ready in April of 1971. All of this is planned to give dependable electrical service to our East Texas community.

The huge plant will consume about 120 million cubic feet of natural gas daily which will be supplied by 3 gas companies. Deep water wells will supply water for producing the steam. These photographs show the plant nearing completion and with its inauguration will bring new jobs, increased dependability, and an educational facility for the people of Central East Texas.





ON THE MOVE: Top, shows the skeleton of unit #1 and the station office nearing completion; to the left, a sight usually never seen are the steam pipes of the boiler before enclosure; bottom left, workmen ready 250 megawatt generator; and bottom right, the water gates stand ready to absorb the cooling water from the reservoir.



FORTY YEARS



Sharkey Bergeron
Gas
Baton Rouge



Sidney Hebert
Sales
Port Arthur

TWENTY YEARS



James Broussard
Distribution
Jennings



Omar K. Cassidy
Distribution
Baton Rouge



J. J. Charleville
Production
Baton Rouge



James E. Gammage
Production
Beaumont



C. P. Gautreaux
Distribution
Gonzales

TEN YEARS



Raymond J. Adrio
Administrative
Service
Beaumont



Thomas J. Arabia
Distribution
Lafayette



Tite Baudoin
Distribution
Lafayette



Thomas W. Fails
Distribution
Lake Charles



Wayne Hiter
Sales
Baton Rouge

SERVICE AWARDS

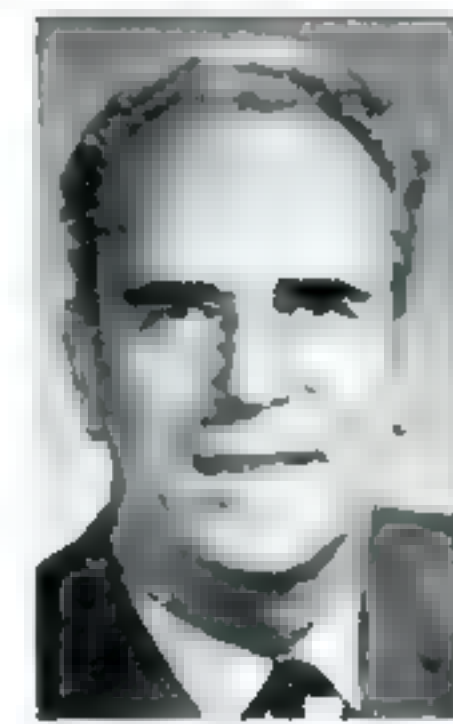


Walter House
Sales
Orange

THIRTY YEARS



C. H. Beaumont
Distribution
Port Arthur



P. L. Davis
Distribution
Beaumont



Louis Sanchez
Gas
Baton Rouge



Leol Hall, Jr.
Treasury
Navasota



Frank McCartney
Distribution
Baton Rouge



Camile Miller
Distribution
Jennings



Guy R. Reed
Production
Baton Rouge



Douglas P. Reynolds
Production
Baton Rouge



E. D. Vallet
Production
Baton Rouge



J. R. Wheeler
Production
Beaumont



Vernon Young
Distribution
Baton Rouge



Carl A. LeJeune
Treasury
Baton Rouge



James A. Ratchke
Production
Baton Rouge



Clifford Welch
Production
Lake Charles

Homemakers Holiday Takes Beaumonters To Electric World

Relaxing in their chairs at the Jefferson Theater over 3,000 Beaumont Area Homemakers toured the USA. "Going Places Electrically" was the theme of the 10th Annual Homemaker's Holiday, staged Sept. 23 and 24. Sponsors for the program were the Beaumont Enterprise and Journal, our company, and downtown merchants and electric appliances dealers.

The home service advisors from Beaumont and Orange planned the itinerary. Jo Ann Smith, Beaumont, escorted the ladies on an imaginary trip to New Orleans for a delicious oven-prepared meal with small kitchen appliances. Sue Kendall, Beaumont, explained the benefits of electric heating and cooling.

The leisurely atmosphere of the patio gave Sales Representative Gene Koci and Sharon Hudson, both of Orange, an excuse to invite everyone for barbequed chicken on the electric grill and explain proper wiring for the home. Judy Rheder, Beaumont, took the women to San Francisco, the Ozarks, and the Old South to demonstrate the cooking and freezing conveniences of modern electric equipment. Wash and wear travel tips helped Geraldine Davis, Beaumont, explain the many features of modern laundry equipment, and a visit to the New England Coast with Edith Parks, Beaumont, accompanied facts about the dishwasher and water heater.

Prizes given away daily were donated by downtown merchants and electric appliance dealers. The Lady Kenmore Dryer and Frigidaire Water Tap range, the grand prizes, made two Beaumont residents very happy.

Festivities began with a welcome by Don Boyett, Editor-in-Chief, Beaumont Enterprise and Journal. Gene Read, President of Aylin Advertising, acted as Master of Ceremonies. The homemakers enjoyed organ music by Al Sacker and singing by two talented area women, Jo Ann Thrash and Mary McClelland.

Margo Leininger, advertising representative with our company, co-ordinated and commentated the fashion show from Gus Mayers.

The entire production was co-ordinated by Joe DeJean, system residential sales promotion supervisor. Assisting in the program were all members of the Beaumont and Orange Home Service and Residential Sales Departments, and representatives of the Advertising and Public Relations Department.



ELECTRIC HEAT GROWS RAPIDLY IN GSU AREA

The number of electrically heated dwelling units in the United States increased 24.6% during 1968 to a total of 3,466,943 homes, an increase of 685,540. These facts are according to a recently completed survey of investor-owned electric utility companies completed by Edison Electric Institute and combined with data received from the National Rural Electric Cooperative Association and the American Public Power Association.

The survey is considered the most authoritative indicator available to estimate the annual rate of increase of residential electric heating. At the end of 1968, the State of Louisiana showed 827,497 dwelling units while Texas recorded 2,550,793 units. In new construction, Louisiana had 18,614 units of new construction with 97% being electric space heating and Texas had 65,838 units with a 90% rating.

The survey also showed that investor-owned electric utility companies reported 2,006,159 dwelling units in single and multiple family dwellings were heated by electric energy. Government owned electric utilities served 987,584 and the rural cooperatives served 473,200 residences with electric heat.

Our employees can save \$180 at this time by converting to electric heat. From now until December 15, the special employee discount will be in effect. Contact the sales department for more information as to how you can save with electric heating.

Personality Report

by Betty Neville



Found: 3,000 Pencils

Who's got my pencil? How many times have you heard that? Well, it might be that Price Bradshaw, test supervisor at Neches Station, has your pencil! He has nearly 3,000 pencils and pens from all across the world.

You name it and Brad has it — pens from industry, government, hotels and motels, United Nations, the GSU 25th Anniversary in 1950, and from the Memorial Student Center of Texas A & M, his alma mater.

He started collecting pencils in 1936, and when M. B. "Jake" Marshall died, Brad was given his collection dating back to the 1920's. "Jake" was superintendent at Neches Station from 1938-1951.

Brad's latest two pencils are from the Galleria Sarelli in Rome while vacationing there on the "Royal Texan Tour" to Europe during September. He traveled through Holland, England, Germany, Switzerland, Italy and France and has pencils showing the "Lorely" which is the boat that took him down the Rhine in Germany. He also copped pencils from the cable car that brought him to the top of Mt. Pilatus in Switzerland, a memory of his gondola ride in Venice, and a pencil from the Tower of London.

After 39 years with our company, his pencil collecting is no stranger to his fellow employees or his wife, the former Tillie Ojeman of Houston. They are the parents of two children: Mrs. Francis Ann Barclay of Houston and Price, Jr., now doing work on his doctorate at the University of Florida.

So, sharpen your pencil and see if you can beat Brad's record!

The Gary Memorial Hospital was formally dedicated October 12 in Breaux Bridge, Louisiana. This ceremony marked the unselfish efforts of Charles J. Gary, former chairman of the St. Martin Parish Hospital District II and sales supervisor for our company prior to his death November 5, 1967.

The new hospital, one of the most modern and well equipped anywhere, opened for actual service on October 15. The interior of this All-Electric building covers in excess of 20,000 square feet and has twenty bedrooms, all of which have television, telephone service, and oxygen piped in for emergency use.

All of the rooms and nursery are in easy reach of the central Nurses' Station which also contains the pharmacy. The surgical suite, X-Ray department, and kitchen provide the finest in equipment. Electrically controlled fire doors make it possible to

Charles J. Gary Memorial Hospital Dedicated Oct. 12th



seal off affected areas at the moment smoke is detected. The facility also has a 24 hour emergency service and a beautiful chapel with altar.

In 1966, Mr. Gary began working towards establishing a hospital for the Breaux Bridge area. His resourcefulness and energies were fully directed to this goal until his untimely death. At that time, his dream had been realized as approval for the hospital had been obtained. The newly constructed facility was subsequently named Gary Memorial Hospital in memory of his untiring efforts for the hospital district.

Mr. Gary came to work for our company in 1936 and had advanced to district sales supervisor in Lafayette in 1955. His wife, the former Mercedes Champagne of Breaux Bridge, cut the ribbon officially opening the hospital. Also in attendance besides numerous state and parish officials were his two children, Marie and Robert.

HAVE A WILL FOR THEIR FUTURE

Where there's a will, so the saying goes, there's a way.

And that goes double, points out the Institute of Life Insurance, when that will is a Will.

For instance, many people believe that if they don't leave a will, their money "naturally" goes to their heirs. Yet, if they looked into the matter they might be quite surprised.

They fail to realize, says the Institute, that a person who dies "intestate" — without a will — has nothing to say about who gets his wealth.

But the laws of his state do.

Of course, sometimes things work out the way he would have wished.

But sometimes they don't.

For example, an Ohio farmer had been married for 20 years and, aside from his wife, had no dependents — no children, brothers, aunts, uncles, nieces, nephews.

He died without making out a will, confident that his wife would get his \$30,000 worth of life insurance made

out to his estate, his \$4,000 of U.S. Savings Bonds, and his 30 shares of blue chip stocks.

His wife was confident, too. That is, until the farmer's parents entered the picture and laid claim to nearly half of the estate. They got it, too.

In another rather typical instance, a middle-aged bachelor left his modest estate to his two elderly sisters with whom he had lived for years.

Unfortunately he did it in a letter which clearly stated his wish that they inherit all his possessions.

But letters, as any insurance agent knows, are not wills.

When this particular bachelor died intestate, a nephew whose name he didn't even know got a quarter of his estate, and two grandnephews he had never even seen each got an eighth. The sisters, as a result, had to settle for half of what he had intended.

The moral: if you want to be certain who will inherit your estate, whether it is \$1,000 or \$100,000,000 — you should have a will.

A will can assure that your money goes to your wife and then to your children, or that some of it goes to your church or college, or that none of it goes to some distant relative.

Here are a few hints about wills:

Be certain that the bequests in your will dovetail with the beneficiaries in your life insurance policy.

Keep your will up to date, just as you keep your policies up to date, by having it reviewed every time there is a death or a new child in your family.

Above, all, it must be valid. Wills, like insurance policies, need expert guidance to do their jobs right.

A home drawn will, for example, is risky and unreliable. Don't be afraid to see a lawyer to have it made out properly.

And remember, depending upon your choice of an attorney, the cost of an uncomplicated will may not be more than a good pair of shoes.

LETTERS

From employees, customers and friends of GSU

PORT ARTHUR

Dear Becky and Sue,

Just want to say again how much I enjoyed the evening of September 4, living electrically — for it was truly that!

The program was delightful and the food superb.

On Friday I brought all my "goodies" to school and the children enjoyed the evening all over with me.

Now we are all looking forward to our days with you next week.

Sincerely,

Mary E. Jones

Dear Mr. Saxon:

The Senior Class of Sabine Pass High School would like to express our thanks to you for making it possible for us to use the deep fryer during the Dick Dowling celebration.

The funds obtained from this sale will be used for the Senior trip to Mexico.

Thanks again we really appreciate this kind favor.

Sincerely yours,

THE SENIOR CLASS OF 1970

Kermit Allison

President

ORANGE

Dear Mr. Ibach:

We want to express to you and your staff our thanks for the hospitality afforded us yesterday while visiting your facilities. The discussions on Critical Path Methods were very enlightening and helpful. The tour through the plant was extremely interesting. "Living Better — Electrically" is more complex than imaginable.

Again, thank you, and we are looking forward to you and your men coming to visit Livingston.

Sincerely,

David Skinner

Johnny Vincent

Enis Ulug

BEAUMONT

Dear Sir,

Sunday evening while driving home from the car wash, it happened on 11th St. The ole Ford stopped. Heavy traffic and our car in the center lane wouldn't budge. A car of teenagers came to our aide pushed it over to the side of the road, to the entrance of G.S.U. driveway.

Then it happened, along came Jimmie Kellogg, a very fine young man & offered assistance. He took at least 30-45 minutes of his time to dry something under the hood, re-assembled whatever it was and we went merrily on our way, no more problem.

Jimmie and his friend were so very courteous & helpful, we just wanted you to know.

Sincerely,

Capt. & Mrs. H. S. Webber
U.S.A.F. Ret'd.

Dear Sir:

During the past summer our church has made an effort to provide Christian recreation for the youth of our community one night each week. Several times during the summer your company has been gracious enough to provide a griddle to prepare hamburgers. Let us by this letter express our deep appreciation for your part in our summer program in our community.

Sincerely yours,

Meredith Hair,

Pastor

Tyrrell Park Baptist Church
and 22 youth of the church

BATON ROUGE

Dear Miss Tribble:

The Louisiana County Agent's Association's Annual Meeting was a huge success and the agents, wives and children throughout the state were very pleased with the gracious hospitality extended to them.

We in the County Agent's office would certainly like to extend our sincere thanks to you and your organization for assisting us during our Annual Convention. The Gulf States Utilities Company is known throughout the state for their generosity and interest in the future of Louisiana. The County Agent's Association passed a special resolution commending your organization for their continuous support.

Once again we would like to thank you for your cooperation.

Sincerely yours,

George Simoneaux

Chairman Annual Meeting

Assoc. County Agent

East Baton Rouge Parish

C. L. Flowers

County Agent

East Baton Rouge Parish

Dear Mr. Shaw:

On behalf of the Baton Rouge Council of Camp Fire Girls, I would like to express our appreciation to Gulf States Utilities Company and the Home Service Department for conducting the series of Cooking Classes in the Denham Springs, Baton Rouge, and Zachary areas for our members. Our girls really look forward to these classes each year.

The Home Service Advisors really do an excellent job in presenting an interesting and entertaining program in which girls are allowed to participate. It affords an educational experience which we feel is one of the highlights of our summer program.

Our thanks to each and everyone of you at Gulf States.

Sincerely,

Mrs. A. D. Kendrick

Field Director

Camp Fire Girls



REPORTERS

If you have any news for **PLAIN TALKS**, simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the Editor.

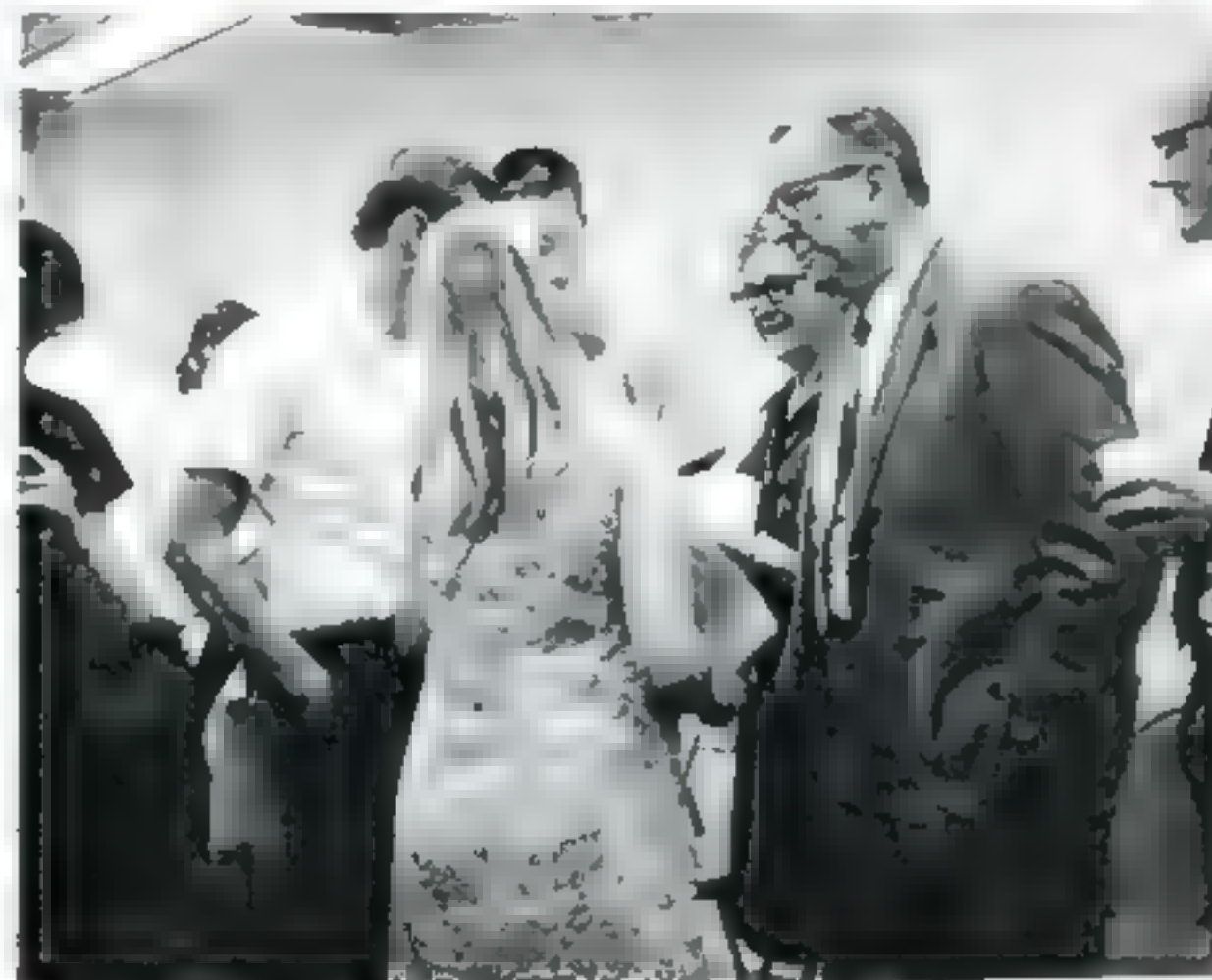
Betty Neville (Neches Station), Sue Williams (Port Arthur), Jo Ann Landry (Beaumont S.C.), Johnnie Harris (Lake Charles - T&D), Fay Denney (Lake Charles - O), Bobbie Denais (Lafayette - O), Sue Champagne (Lafayette - T&D), Pam Weston (Nelson Station), Davie Carpenter (Orange), Maxine Bell (Silsbee), Nancy Westmoreland (Beaumont), Ann Ogden (Beaumont), Edy Waltman (Beaumont), Darla McMurray (Beaumont), Walt Wright (Baton Rouge), Pearl Darbonne (Sulphur), Earl Mayfield (Jennings), Jackie Guidry (LA Station), Janis E. Wilganowski (Calvert), Wanda H. Tinsley (Madisonville), Pat Jones (Cleveland), Gail Reeves (Huntsville), Frances Murray (Conroe), Betty Dickschat (Navasota), Linda Marks (Beaumont), Nina Ruth Bay (Navasota), Dora Landaiche (Willow Glen), Opal Temple (Baton Rouge-Acct.), Margie Force (Baton Rouge-T&D), Sandra Mouch (Baton Rouge-T&D), Gwen Blackwell (Baton Rouge-T&D), Beverly Hayden (Gas Dept.), and Janette Lane (Zackery).

BEAUMONT

Congratulations to the two "Masters" of the Beaumont Office on receiving Masters Degrees from Lamar Tech. In specific, they are **Ray Clausen**, director of engineering planning, with a Masters of Engineering Sciences and **Brandon C. Bryan**, administrative assistant in the Corporate & Finance Dept., with a Masters of Business Administration.

One of the unusual treats of the **Betty C. Neville** Family was a tour of the aircraft carrier USS Enterprise, the world's largest nuclear powered carrier. Conducting the tour was her son, Jack Neville, Reactor Technician 2/C, at Portsmouth, Virginia after a Vietnam deployment. Charlotte Neville, a former employee and Jack's wife, went with the family to meet the ship upon its arrival this August. Mrs. Neville is a stenographer at Neches Station.

Departing the company after three years is **Melissa Heiman**, steno pool in the Beaumont office. She is leaving the company in a move to Houston and her friends will certainly miss this old timer in the Records Department.



Greeting friends at his retirement party is **John D. Jordan** from the Beaumont Engineering Design Department. To his right is Mrs. Jordan. He was presented with a check to help "retire" his automobile.



The man in the middle, **J. W. Hemby**, says good-bye to our company after service with the Building Services Department. Presenting him with a gift is **Nadine Hester** while **Gerald Dean** looks on.



Dana Ellis, engineer assistant, forces a smile while other Beaumont employees wait in line for their annual flu shot.



The girls of **Ann Zoch**, Records Department, are a proud and active four some. Top left is **Patricia Ann Zoch**, senior at South Park High where she is drum major of the Greenie Band and a flutist. Below her is **Suzanne Kay Zoch**, an eighth grader; she is an enthusiastic cheerleader for the MacArthur Jr. High Eagles and student council member. **Nancy Jean Zoch** is at top right; she is a sophomore at South Park and is a twirler and plays the clarinet. Below her is **Denise Gail Zoch** who is a fifth grader at Tyrrell Park Elementary where she is starting to follow in the footsteps of her sisters. These active girls have a lot to be proud of, just ask their mom!

PORT ARTHUR



Kristen Leigh Woodfield is the granddaughter of the proud grandparents, **Milton J. Pellerin**, labor foreman in the Port Arthur Division. She was born Aug. 7, 1969, to SP/5 and Mrs. Dale E. Woodfield and her father is now serving in Vietnam.

Through the Loaned Executive Program, **Jim (Cowboy) Fernandez**, residential salesman, has been freed of his company duties to devote his full efforts to the United Campaign.

WESTERN



Wade Norvell, son of **Vic Norvell**, superintendent of sales for the division, takes a moment out to smile for the camera. He is a senior member of the Conroe High School football team.



Santa Claus came early for Mr. and Mrs. **Joe McClelland** when they were honored with a "going away" party by the employees of the Western Division after his transfer to the Beaumont Division. Mr. McClelland received a rod and reel and a crystal compote was presented to Mrs. McClelland.

October 2, 1969 will be a memorable day for Mr. and Mrs. **Curtis Gideon** for it marked the birth of a son, **Scott Wayne**. Mr. Gideon is a first class garage mechanic in Navasota.

Our sympathy to Mr. **H. S. Hereford**, Navasota T & D Department, on the death of his father.



Retired employee **Earl C. Parker**, Madisonville, was "caught" fishing and exhibits this prize 6 lb. bass.

LAKE CHARLES

From our Sulphur, Louisiana office, **O'Neil Breaux**, service foreman, has been elected to serve as the Secretary-Treasurer of the West Calcasieu Association of Commerce for the ensuing year.

Our best wishes to **Allen Guillotte**, Lake Charles truck driver, and his new bride, the former **Brenda Sue Conner**, a student at McNeese College, on their marriage September 26, at Jennings.

Mr. and Mrs. **Wilmer Ledbetter**, garage foreman, recently vacationed in Buffalo, New York and were able to see their son, **Monty**, play in the Buffalo Bills football game with the Jets. He is a wide receiver for the Bills.

New arrivals around Lake Charles have been reported by Mr. and Mrs. **Carl Bradley**, appliance repairman, and Mr. and Mrs. **Lionel Soileau**, lineman. The Bradleys are parents of a baby girl, **Lynette Arlene**, while the Soileaus are also boasting of a baby girl.

Chester Landry, 1st class substation mechanic, received a certificate for successful completion of an Electrical Engineering Division I Course from International Correspondence Schools. Elected to serve on the Board of Directors for the Industrial Management Club in Lake Charles was **Ken Gerstenberg**, engineer in Lake Charles. Our sympathy to Mr. and Mrs. **Donald Cook** and family on the death of her father, **Horce Beard**. Mr. Cook is a senior Engr. Asst. on the survey crew.



T. E. Farlow, service supervisor, tests his golf swing after being presented a set of golf clubs by his friends at his retirement party Sept. 26. Over 100 attended the party for the 43 year veteran of our company.



Many retired employees of our company attended the party for Mr. T. E. Farlow. Pictured above are: (l to r) **Ernest Little**, "Frenchie" **Verrett**, **Guy Settoon**, **J. L. (Bruce) Broussard**, **Pat Conley**, **Murphy Gibbs**, **Ed Farlow** and **Jack Killough**. The retirement party for Mr. Farlow was held at Ward 4 Recreation Park in Sulphur, Louisiana.

IN MEMORY

We extend our sympathy to the family and friends of:

Mr. **Marion W. Green**, Louisiana Station, Baton Rouge, Louisiana who passed away on September 18, 1969.



The Linda Vista Slow Pitch Ball team is pictured above. They were honored at a fish fry by their sponsor, Nathan Cormie who is the owner of Linda Vista Catfish Sales. Employees who attended the victory supper and are team members are: (top from left) **Tommy Cassell, Bill Harrington, Duane Abshire** and (front from left) **Donald LaFont, Donald Cooke, and Roger Paris** all of Lake Charles T&D.

BATON ROUGE



Patrick Brent Kelley is the smiling nine-month old son of **George Kelley**, Purchasing Department, in Baton Rouge.

John R. Jones, Jr., Laborer I-T&D, Beaumont
Clyde R. J. Jones, Laborer I-T&D, Beaumont
Don C. Guillot, Helper-T&D, Orange
Charlotte J. Simmons, Dept. Clerk-T&D, Orange
Dennis P. Bourgeois, Helper-T&D, Baton Rouge
William M. Ladner, Helper-T&D, Baton Rouge



Here comes the bride, **Rose Mary Richardson**, daughter of **Gail Richardson**, of the Production Department, who was married to **Floyd Parker** on Sept. 6 at St. Gerard Majella Church in Baton Rouge.



Baton Rouge office employees responded quickly to the plight of the residents of the Mississippi Gulf Coast following the destruction in that area by Hurricane Camille. Shown with some of the items sent are **Marilyn Long, Laura Dupree, Ann Dance, and Shirley Malbrough**, all of the Customer Accounting Department.

Martin L. Harrell, III, Helper-T&D, Beaumont
Michael R. Allen, Helper-T&D, Beaumont
Jimmie L. Young, Helper-T&D, Beaumont
James B. Read, Helper-T&D, Beaumont
Fred L. Lofton, Helper-T&D, Beaumont
Robert J. Summers, Lineman 1st Class, Beaumont



Welcome Aboard!

ADMINISTRATIVE SERVICES

Nancy D. Hahn, Stenographer, Beaumont

TREASURY

Delsia C. Wheaton, Clerk-Cust. Acctg., Lake Charles
Trisha B. Pecorino, Clerk-Cust. Acctg., Lafayette
Charles F. Bryant, Meter Reader, Sulphur
Calvin Balque, Jr., Meter Reader, Port Arthur
Wanda C. Phifer, Local Office Clerk, Conroe
Stephen E. Gibson, Meter Reader, Beaumont
John W. Giles, Storeroom Asst., Beaumont
Linda H. Salts, Clerk-Gen. Acctg., Beaumont
Brenda H. McCorvy, Clerk-Gen. Acctg., Beaumont
Gerald H. Roberts, Meter Reader, Baton Rouge
Arvin R. Harrell, Meter Reader, Baton Rouge
Jennifer L. McClean, Clerk-Cust. Acctg., Baton Rouge
Anita L. Bankston, Clerk-Cust. Acctg., Baton Rouge
Debra J. Hendry, Clerk-Cust. Acctg., Baton Rouge
Bessie A. Esthay, Clerk-Cust. Acctg., Baton Rouge
Judith L. Fisher, Local Office Clerk, Zachary
Howard E. Martin, Meter Reader, Zachary

SYSTEM ENGINEERING

Thomas L. Hughes, Engr. Helper-Eng. Des., Beaumont

PRODUCTION

Curtis D. Hancock, Mechanic's Helper-Neches Sta., Beaumont
Jackie B. Houston, Operator's Helper-Neches Sta., Beaumont
James R. Cousins, Operator's Helper-La. Sta., Baton Rouge
Billy J. Haggart, Mechanic's Helper-Nelson Sta., Lake Charles
Lee J. Fuselier, Jr., Mechanic's Helper-Nelson Sta., Lake Charles
Martha F. Caldwell, Dept. Clerk-Nelson Sta., Lake Charles

SALES

William B. Robertson, III, Residential Sales Repr.-Jr., Baton Rouge
George M. Davis, Jr., Residential Sales Repr., Baton Rouge

DISTRIBUTION

Larry T. Virgilio, Helper-T&D, Beaumont

EXTRA MONEY FOR THE HOLIDAYS

**You can earn \$4 to \$400 easily
Just sell one to one hundred Security Lites**

Many of your fellow employees already have!
**Get the attached prospect card signed today!
You can obtain additional prospect cards from
the Sales Department or any company reading
rack.**

It's Simple . . .

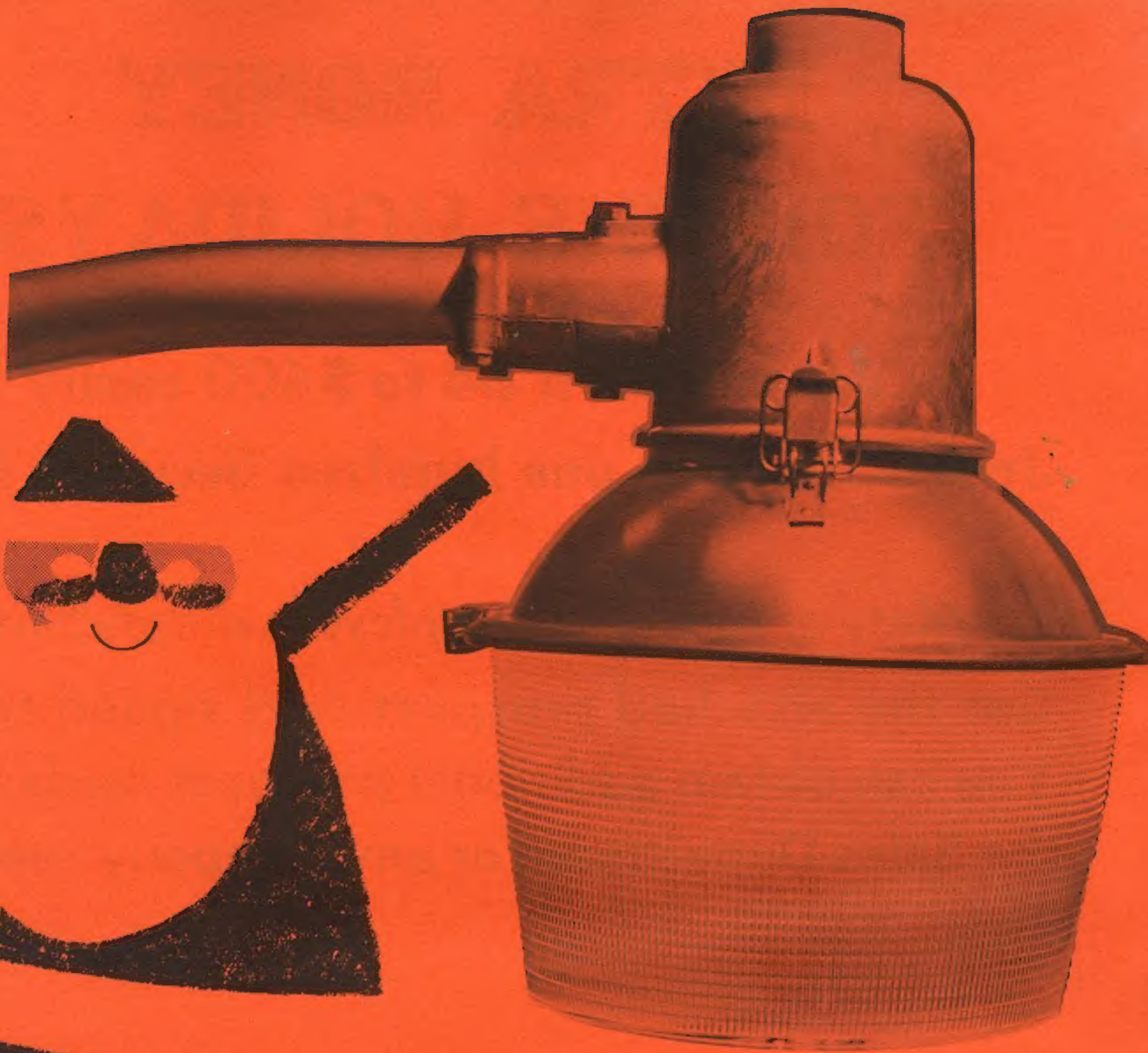
Just furnish signed prospect cards to the GSU Sales Department with names of people who have said they are interested in the protection and convenience of a Security Lite. You will receive \$4.00 for each prospect who purchases one of these automatic "night watchmen".

There's no limit on the number of prospects you may turn in . . . no limit on the amount of money you may receive. This offer applies only to employees outside the Sales Department.

Cut along this line

SECURITY LITE LIGHTING SERVICE		
GSU2978 00 69		
SALES PROSPECT CARD		
To: Sales Supervisor		
I have personally secured the signature of _____		
CUSTOMER'S NAME		
_____ He wants us to		
ADDRESS	CITY	PHONE NO.
(IF RURAL, GIVE DIRECTIONS BELOW THAT MAKE LOCATION EASY TO FIND.)		
install _____ Security Lites on one or more of our distribution poles. This		
NUMBER		
prospects understands the cost will be \$3.25 per month plus a few cents for tax and fuel cost where applicable.		
CIVIC CLUB MEMBER'S SIGNATURE IF APPLICABLE		CIVIC CLUB
		DATE
EMPLOYEE'S SIGNATURE AS ON PAYROLL CHECK		EMPLOYEE'S LOCATION
		DATE
CUSTOMER'S SIGNATURE (Must be obtained by Employee to qualify)		CUSTOMER'S ACCOUNT NUMBER
(Must be obtained by Civic Club Member if Civic Club Project)		IN THE ABSENCE OF A MUNICIPAL ADDRESS, USE THIS SPACE TO DIAGRAM LOCATION. DO NOT SHOW MAILING ADDRESS ONLY.

PLEASE REVIEW INSTRUCTIONS ON BACK



Please read the following information concerning policies on installation of Security Lite Lighting Service and some rules to be followed to qualify for January thru December 1969 Campaign.

- (1) Location of unit is subject to approval of Div. Sales Supt.
- (2) Turn in only prospects whom you have CONTACTED PERSONALLY and from whom you have secured a signature on the prospect card.
- (3) Security Lites sold by Sales personnel do not qualify for incentive.
- (4) All prospect cards must be DATED AND SIGNED by you and customer. Your signature should be the same as it appears on GSU payroll check. You must secure customer signature to be eligible. Same applies to Civic Club member except Club members name should appear as on Civic Club roster.
- (5) In case of duplicate prospect cards, the date will be the deciding factor. Identical dates or other questions will be decided by the Division Sales Supt.
- (6) Units are installed only on our poles where EXISTING SECONDARY is available and space permits safe installation.
- (7) You may obtain an ADDITIONAL POLE when a location is desired that is within one span of our EXISTING SECONDARY FACILITIES. GSU customer has a choice of three payment plans:
 - (a) \$50.00 one time charge.
 - (b) Payment of pole charge can be financed on 12 months basis.
 - (c) Customer can pay a \$1.00 per month pole leasing fee.
- (8) If known put customer's account number on prospect card.
- (9) To qualify a prospect card signed by the customer must be turned in by midnight December 31, 1969. Prospect must take service from Gulf States. Lights must be installed by February 28, 1970.

Sell Security Lites and earn cash

Add \$4 More to Your Holiday Fund Every- day from now till Dec. 31st. earning over \$250

Extra Cards Available from Sales Department and all GSU Reading Racks. Let your family help *you* earn this extra holiday cash!